

Viable and Sustainable Organizations/ NGO's

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- "Dedicate some of your life to others. It will not be a sacrifice. It will be an exhilarating experience because it is an intense effort applied toward a meaningful end."



Goals

- Promote educational reform
- Improve health care
- Community building
- Environmental conservation
- Creating national cultural awareness

NGO's

- private voluntary organizations usually geared to financial, educational, empowerment, health care, skill provision and development training assistance to or within lesser developed countries.
- NGO's
- Civil Society Resource Organizations (CSRO's)
- Non-Profit Organizations
- Foundations
- Grant making Foundations

Growth of NGO's

- One of the fastest growing and most significant forces in the field of international development assistance
- Between 1970 and 1990, funding devoted to developed-country NGO projects and programs in Lesser Developed Countries (LDC'S) grew from just under \$1 billion to over \$5 billion.
- Approximately 50% of that funding came from the US and a large percentage from European nations including Sweden, Switzerland, Norway and Germany.

Value of NGO's

- Play central role in strengthening civil society
- Can be more effective at local level than massive multilateral aid programs
- Ability to attract funding
- Due to non-governmental status, more capable of building relationships of trust with people they serve

Medical Missions Foundation



Medical Missions Foundation

- Non-profit, non-sectarian, grass-roots NGO
- Began in 1996





- Provide medical and surgical care to indigent people of developing and economically depressed countries.



- Ensure ongoing surgical and medical care through teaching and donations of medical supplies.



Medical Missions Foundation

- Small support staff
- Most volunteers pay their own travel expenses
- Supported by fundraising within the organization, donations and small grants



- Since 1996, thousands of children and adults have been treated
- > \$10 million in medical equipment and supplies donated
- 28 successful medical trips

Countries

- | | |
|-------------|---------------|
| ■ China | ■ Mexico |
| ■ Croatia | ■ Philippines |
| ■ Cuba | ■ Romania |
| ■ Guatemala | ■ Vietnam |

MMF Partnerships

- | | |
|-----------------------------------|--|
| ■ Heart to Heart International | ■ Cerner Corporation/First Hand Foundation |
| ■ Lions Club International | ■ Project Restoration |
| ■ SEE International | ■ Special Additions |
| ■ Amigos de los Ninos | ■ KSHB Action News |
| ■ Catholic Medical Missions Board | ■ Local Kansas City area Hospitals |
| ■ Project Vietnam | |

Sustainability

Requirements for Sustainability

- 1. Clearly defined and realistic goals
- 2. High quality delivery of services and products
- 3. **Committed leadership***
- 4. Positive image
- 5. **Accountability***
- 6. Partnerships
- 7. **Communication***
- 8. An enabling legal, political and social environment
- 9. **Diversified source of revenue and funding***

Leadership and Support

- Founders
- Board of Directors/Councilor
Governing Body
- Executive Director
- Support Staff

Founders

Role-help to direct the affairs of foundations and establish their policies

- NGO should not be just one person's dream but the goal of the group
- the leader can mobilize resources of others who share their vision
- the organization will not grow without group support
- effective leaders need to have the desire to learn for others
- building any foundation is a learning process and leaders must be open to new ideas

Councilor Governing Body/Board

- Most are volunteers
- Role-direct affairs of NGO's, establish policies, make strategic decisions
- DIVERSITY
 - interests, age, occupation, political view
 - Diversity in individuals=Diversity in ideas
- access to opportunities to mobilize financial resources
- skills and professional expertise

Accountability

- NGO's are most effective when they operate openly and are accountable.
- NGO's have a responsibility to preserve public trust.
- "Open Door" Policy
- Accountable to donors

Accountability Tools

- Financial Reports
- Self Regulation
- Communication Plan
- Annual Report
- Printed Public Relations materials

Accountability equals Sustainability

Communication Goals

- Project an image
- Raise Funding
- Increase awareness for constituents
- Accountability

Communication Tools

- 1. Annual Report and Financial Statement
- 2. Personal letters
- 3. Informational Brochure
- 4. Video
- 5. Newsletter
- 6. Website
- 7. Media

Diversify Revenue and Funding Sources

- 1. Fundraising from Individuals and the Public*
- 2. Corporate Donations*
- 3. International Foundations

Fundraising from Individuals and the Public

- Promoting a culture of giving should be a priority
- Citizens and businesses have a social responsibility to contribute to the solution of problems that affect the general population
- Direct contact with committed board members or volunteers is powerful method of obtaining donations

Business/Corporate Philanthropy

- Many gains from Corporate giving
- Forms of Business involvement-funding, donations, grants, products, publications, advice, sharing expertise
- Very important to recognize corporations for their involvement with NGO's
- Mutually beneficial

"In the twenty-first century I believe the mission of the United Nations will be defined by a new, more profound awareness of the sanctity and dignity of every human life, regardless of race or religion. This will require us to look beyond the framework of states and beneath the surface of nations and communities. We must focus, as never before, on improving the conditions of the individual men and women who give the State or nation its richness and character."

-Kofi Annan, Nobel Laureate












































